

FORD TIMES

NOVEMBER 1977

**Fairmont: New Nameplate
in Ford's 1978 Lineup**





A brief introduction to our 1978 Fords.

This year, there's a lot of excitement and interest in our new Ford lineup, highlighted by some important new ideas.

First, we are proud to introduce our new Fairmont, a completely new line of family cars designed to meet today's more exacting driving needs. The series includes 2- and 4-door sedans and a very exciting 4-door station wagon. We think, too, that you will be pleased with Fairmont's very competitive price.

We've made changes in our established car lines, but haven't tampered with their success. There's a sporty new ESS in the Granada line. A new King Cobra option for the sporty Mustang II's. And Pinto, America's tra-

ditional small car sales leader, offers even more value for 1978 with additional major features as standard equipment.

LTD II has easily won acceptance as the LTD of mid-size cars. Thunderbird continues to deliver style and luxury at a surprisingly affordable price. And Ford LTD offers all its famous full-size virtues for almost the same price as its resized competitors.

Finally, our news on Ford trucks is the biggest in ten years, with a totally new Bronco and an all-new CL-9000 linehauler.

With this wider choice for 1978, I invite you to visit your Ford Dealer to see and drive these better ideas.

A stylized, handwritten signature in dark ink that reads "Bill Benton".

William P. Benton

Vice-President, Ford Motor Company
General Manager, Ford Division

Brought to you through the courtesy
of your local Ford dealer, whose
name appears on the back cover.

The Ford Owner's Magazine

FORD TIMES

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CONTENTS:

2 Treasure Hunting on Magazine Street Charles Maison

8 A Time to Remember Mary E. Campbell

12 Visiting Pleasant Hill on Thanksgiving Nancy Kennedy

19 The New Fords

20 Meet the 1978s

22 Fairmont—The Ford in your future

26 Fiesta—Europe's success car comes to America

29 LTD—The family car built to fine car standards

32 LTD II—The LTD of mid-size cars

**35 Thunderbird—New achievement in the
Thunderbird tradition**

**38 Granada—Compare it to cars costing thousands
more**

**41 Mustang II—Can take you away from an
ordinary day**

**44 Pinto—America's traditional best-selling
subcompact**

48 Fishing with Florida's Sundowners George X. Sand

54 Goblin Valley Harry A. Jarvis

60 My Dog Likes It Here Corey Ford

18 Glove Compartment

47 Letters

56 Favorite Recipes from Famous Restaurants

Cover: The Fairmont is a new nameplate in Ford's 1978 car lineup. For more about the 1978s, turn to page 19. Photographed by Don Rockney at Bois Blanc Island, Michigan, off the northern tip of the state's lower peninsula in Lake Huron.



Treasure Hunting on Magazine Street

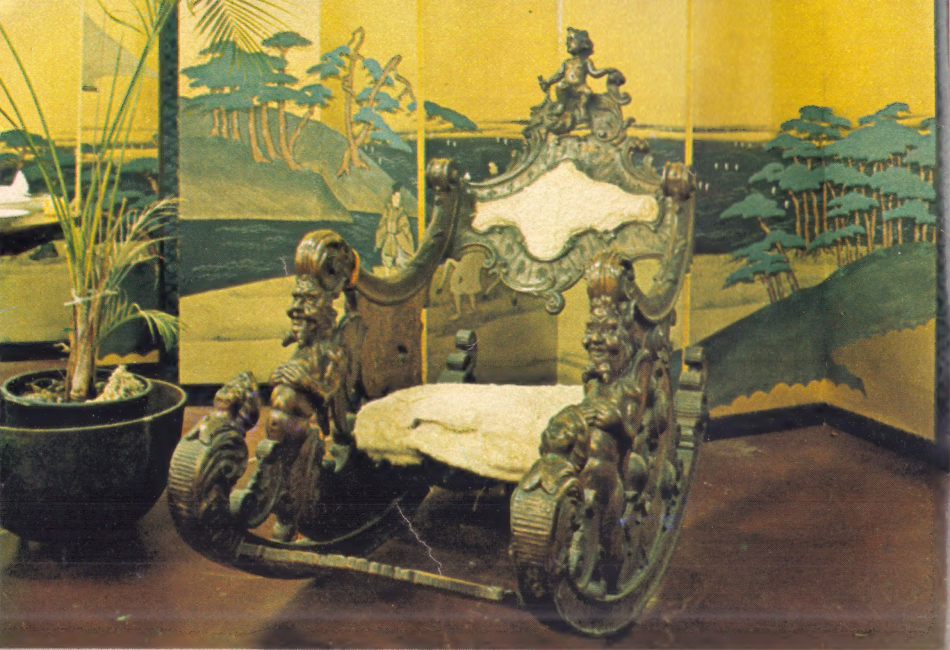
Nearly a hundred shops line this
New Orleans antiques midway

by Charles Maison
photos by Frank Lotz Miller
and Robin Boylin

PEOPLE who know their antiques know the American streets associated with them. There is Westheimer in Houston, Melrose Avenue in Los Angeles, Newbury and the area around it in Boston, 57th Street in New York for the most sophisticated and costly antiques in the country, Bleecker in New York for more affordable items and Royal in New Orleans.

Less well known but gaining rapidly in fame is another New Orleans street: Magazine. For the past





10 years and especially in the past three, ever since the astronomical rents on Royal Street forced many antique dealers to second thoughts, Magazine has been changing from a somewhat rundown thoroughfare to an antique hunter's delight. In its six or seven miles, starting at Canal Street, just outside the French Quarter, and paralleling the deep bend of the Mississippi River to Broadway, Magazine has nearly a hundred antique shops. If ever there was a thrilling challenge to the millions who revere the furniture, decorative arts and household objects of the past, Magazine Street is it.

The shops display infinite variety.

Clocks and watches? Of course. English sideboards? Several of the shops specialize in English furniture. Porcelain, toys, brass beds, wicker, children's furniture, stray silver, corner cupboards, French armoires, folk carvings, Victorian jewelry—there's hardly a sought-after category that can't be found somewhere along the street. The only thing largely absent—and it's absent almost everywhere in the country—is American colonial furniture, which, when it can be found at all, is available only to people with unlimited financial resources.

There are two ways to "do" Magazine Street. The better way is by car. This is because the antique

shops are not evenly spaced. A half dozen may appear in one block, then there may be several blocks of nothing but private homes, then there may be another block of antique shops. The idea is to cruise along until a promising block shows up and park (parking is easy). The other way to explore Magazine is by bus. A bus comes along in either direction frequently. The cost is 30 cents a ride. It is impractical to try to cover the whole street on foot. That would take days and the stamina of youth.

Don't miss Morton's

At the beginning of the street, the antique shops are thinly scattered and thus a little harder to get at, but one should not miss Morton's Auction Exchange, in the 600 block. This is the biggest auction house in New Orleans, but the auctions are held only on Tuesdays. The other days one may shop at will. At about Hastings Street, in the 1600 block, Magazine bends to the right, and it's at this point that the real action begins. Here Magazine turns into a midway of antiques, with shops ranging from the ordinary to the sublime. There isn't much of the former. The street started out a decade ago with a few second-hand stores and has been upgrading itself ever since. The majority of the shops today lie somewhere between mere trinketry on the one hand and museum pieces on the other. This makes it ideal



for the middle-range buyer.

Obviously a book could be written about Magazine Street (and it would have to be updated every month) but here are a few of the more attractive shops and some of the things they had on sale last spring:

Portabella Road (3013) is a rather large shop whose owners have a sharp eye for quality and for the unusual. Among its armoires, Royal Doulton porcelain and refectory tables, it had a charming four-foot-high porcelain stove. One rarity was a matched set of four serving dishes from the 19th century. With a sharp eye one can divine here a merry sense of humor.

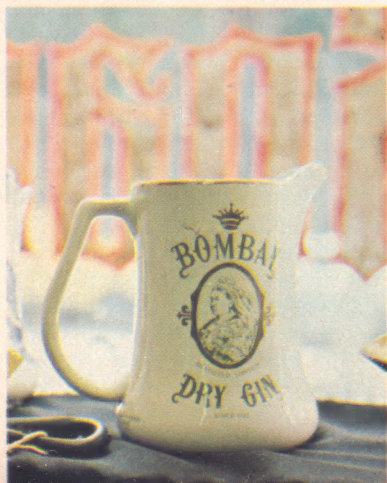
How about a gin pitcher shaped like an old-fashioned milk pitcher, advertising Bombay Dry Gin with a picture of Queen Victoria? Also here was a wonderful toy—three marvelous horses, each about eight inches long, covered with horse-hair and pulling a beautifully made cart.

Golden Age Antiques (two shops, 3908 and 3932) specializes in wicker furniture, a category that is eagerly sought these days. On the porch of one of the shops was a wicker highchair that would break your heart. It was made about 1900 and was priced at \$160.

There is a stunning clock and watch shop called What Not at 4437. Among the small items was an enamel pendant watch with a red back on which gold fleur-de-lis had been inlaid and among its large items was a magnificent case clock, about four and a half feet tall, with a pendulum whose weight measured nine inches in diameter. It was built in the 19th century by the celebrated clockmaker Stanislaus Fournier.

The Old Oaken Bucket (4537) specializes in American child's furniture—beds, dressers, rockers, highchairs, cradles, tea sets—things that are among the hottest in the antiques field today.

In many ways, Magazine is a very pucky and genial street. This is reflected in the names of some of the shops—Granny Had One, The Queen Flea, The Poke Around



Place, Bedlam (for all sorts of beds).

The list of memorable places goes on—Nina Sloss (in the 6000 block) with such splendid rarities as an American hunt table, the Renaissance with its impeccable collection of Georgian silver and crystal, Oak Alley Antiques (5529) with wide cypress and pine flooring.

One of the jewels of the street is Blackamoor Antiques (3433). It's a beautiful old New Orleans house that could pass either for a grand home or a museum. Among its superb porcelain bowls and distinguished furniture was a Victorian birdcage made of intricately cut mahogany, with pitched roof and gables. It was a charming masterpiece.

Old works of art featured

Scattered here and there along Magazine are shops that carry things which aren't really antiques but rather old works of art. The prize among these shops is the Gallery of Primitive Man (3964), which comes closer to being a museum than a shop. It contains small and large carvings of people and animals from Africa, the most beautiful baskets ever woven by man, musical instruments many centuries old, African carved door locks that are in themselves works of art—all of such artistic quality as to make a visitor wonder why museum buyers aren't crawling all over the place. Did you ever think a simple African spear could be a

beautiful thing to behold? This gallery has such spears. The shop is a far cry from the spurious art world of gift shops in African airports.

And as if Magazine Street were not enough, there is still another antiques street developing in New Orleans—Oak. At present it has only eight or nine shops, but observers predict it has a future. One of its shops, White Pillars, goes in for what might be called demolition treasure—carved cornices, balustrades and decoration from razed houses. It has old tin bathtubs cradled in hardwood, circular iron staircases and all manner of wrought iron. One of its specialties is really unusual—old ceiling fans.

In the pleasure of discovering Magazine Street and what there is of Oak Street, the visitor mustn't forget the great and celebrated shops in the French Quarter, particularly, on Royal Street. Mannheim's Galleries has jade of museum quality, Waldhorn's has important Victorian silver, and Le Petit Soldier Shop has enough toy soldiers to outfit a miniature Napoleon's army.

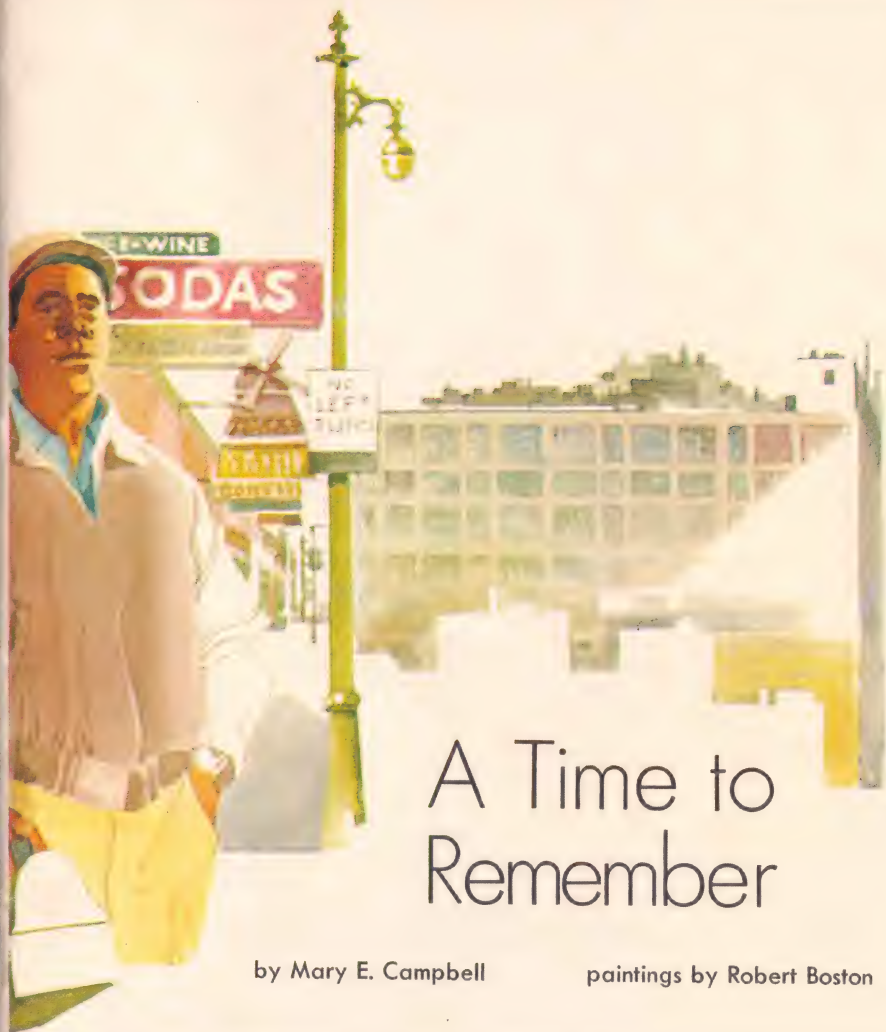
And finally there is the city of New Orleans itself. No old city in America has dedicated itself so wholeheartedly to giving visitors a good time. The street names reflect this: Abundance, Dryades, Desire, Felicity, Pleasure. Even high school bands play wonderful jazz. The restaurants are marvels of cuisine. The city wears a smile. □



WHEN I hear of the childhoods of the millions of black Americans who grew up in large city ghettos where a play area is an obstacle course of garbage cans and debris on a crowded street, I won-

der how I missed it all.

I was born in Detroit, a city typical of most major American cities during the Forties. The problems blacks encountered in Detroit were, in most ways, no different from



A Time to Remember

by Mary E. Campbell

paintings by Robert Boston

those their counterparts faced in other areas of the country. The challenge was to survive them. Yet in a city where most blacks had succumbed to a ghetto on the near east side (at the time it was called

Black Bottom), my parents moved to what then was a rural area of the city. It was this move that spared my sisters, brothers and me many of the woes of ghetto life.

My parents first heard of the

Essex community through former neighbors who'd moved there. And upon visiting these friends, they became interested in this quiet, peaceful, integrated community with modest income housing, spacious lots, minimum traffic and good recreational facilities—all within walking distance of where my father worked. Essex offered more than they'd hoped for, especially for a large family in a city where most housing for blacks was limited to slum dwellings.

Our home was about a mile north of the Detroit riverfront, two miles west of Grosse Pointe and about seven miles east of the ghetto. Wealth on one side, poverty on the other. Essex could not be considered either. It had a quality of its own, a community set apart within a city:

Its residents were hard-working

blacks, whites, Filipinos and first-generation Europeans living side by side on streets sparsely lined with well-kept wood-frame houses. Sometimes there were only two houses to a block, with nicely rowed gardens in between. The many gardens in the neighborhood prompted visitors to remark jokingly, "So you've moved to the country!" But we kids didn't care. Where else could you have your own jungle?

The jungle was a densely wooded area half a block away teeming with wild rabbits, pheasants, berries of all sorts and a Polywog Pond with its own raft. Many of the young boys in the neighborhood had their first hunting adventures there. Armed with BB guns and sling shots, my brothers and their friends, plus a dog or two, would go on safari to the jungle to



hunt rabbits and pheasants. But my special place was the Polywog Pond nestled deep in the bushes and trees. My best friends and I spent hours there catching tadpoles and drifting on the raft.

But occasionally our pond would dry up for lack of rain, which meant a walk to the creek that bordered the jungle. We'd climb up the embankment and pick the berries that grew there, then eat until our stomachs were stuffed.

While the jungle was unique, the playground was something extra special. It was at least two blocks long and about a block wide, with baseball diamonds, tennis court, swings, sandboxes, volleyball court and hill that seemed to climb all the way into the sky.

But Essex was not just a place for children to laugh, play and grow in harmony with nature. It was a place where families cared and shared. Mr. Printer, who worked at a large bakery, always had baked goods to share. Mr. Hawkins, a foreman at Ford and a successful hunter, often supplied our dinner table with rabbits and raccoons. And Missionary Ann brought chicken and dressing when she made her sick calls. Our neighbors were more than neighbors, they were friends.

Looking back on those years, I believe Essex was more than my parents realized. When they moved there, they hoped only to escape the ghetto and give their children

a decent place to live. They didn't know that they were giving us a chance to commune with nature. They didn't know there'd be neighbors who'd share good times as well as sorrow. They didn't know that friendships would cross racial and ethnic lines. And they didn't know that during the 12 years they lived there, they'd never need to put a lock on their door.

If I'd been born at another time or place, perhaps life would never have given me Essex. But for a little while Essex was my world and I loved it and treated it as if it always would be.

But things changed. Construction workers came and began working on the lots surrounding our home. When we saw them moving dirt from what we thought was our land, we cried. Maybe in our young hearts we sensed a threat to something important to us in the army camp and other projects that usurped our favorite fishing spots; in the houses that replaced our gardens. Then our hill was leveled and given to weeds and litter, crime infested the jungle, racial harmony turned to mistrust and for-sale signs sprang up like dandelions in front yards.

When my family moved from Essex to a larger house a short distance away, we left behind not only a place but also a time—a time when popsicle flavors were true, ice came in blocks and children seldom cried. □



*Visiting
Pleasant Hill on
Thanksgiving*

by Nancy Kennedy
photos by Leonard P. Johnson





Handicrafts sold in the craft shop (background) include reproductions of the famous Shaker oval boxes (left and right on fence)

ON Thanksgiving when the world is too much with me, I like to recall the peaceful spirit permeating Shakertown at Pleasant Hill in Kentucky. The serenity this restored village creates is made up of many elements . . . its location south of Lexington high on a plateau above the river; the gently rolling land of the Kentucky Bluegrass region that surrounds it; the village's spare, uncluttered architecture, which is probably the purest and most practical in America, and the simple utilitarian objects, everything from ladderback chairs to cherry pitters, which the industrious Shakers de-

signed and made with their own hands, and which today adorn the interiors of the village buildings.

This restored 170-year-old village, once inhabited by more than 500 Shakers, is surrounded by the original handstacked fieldstone fences that enclose the roadside pastures where sheep graze. People in plain Shaker dress go about their tasks in every part of the compound as they did well over a century ago. The 20th century seems to fade into the misty morning, and it's easy to imagine you are back in another era observing inventive, hard-working, deeply religious peo-



Kitchen doorway in Centre Family House. Shaker pies, top to bottom: chess, lemon, mincemeat tart, apple and stack pie



ple—the Shakers.

The name “Shakers” originated from their trembling during devotional dancing. The trembling was believed to be important for removing evil from the body and spirit. But whatever their somewhat different religious beliefs, they believed in setting a really fine table. To the Shakers, preparing food was a joyful task—a work of the Lord. Preparing a feast or just baking a pie was done with all of the zest for living that they put into creating new furniture designs or inventing farm machinery.

From the beginning in 1805, the

Shaker community at Pleasant Hill traditionally paid a lot of attention to growing, harvesting and processing food for their own believers as well as the public.

The Shaker journals of 1840 and 1850 detailed the fall gathering with notes such as: “Gathered apples for jelly and apple butter. Went after hickory nuts. Twenty-two sisters and brothers began to pull corn. Commenced cutting and drying pumpkins.” The observance of Thanksgiving was marked yearly with “all business suspended.”

In the 19th century, the Shakers were nationally famous for the

preparation of their garden-grown fresh foods and herbs. They were among the earlier organizations to can food commercially in America. To earn money for their communal way of life, the Shakers went down the Mississippi River as far as New Orleans to sell their unmatched canned fruits, jellies and hickory smoked hams. They also operated a public dining room considered in its day to serve the best food in the Kentucky heartland. Word spread about the dining room and discriminating people of the area soon began to drive their carriages over to enjoy the hearty fare at the bountiful table of the Shakers.

Today, Shakertown again is a center for hospitality and fine food year-round. The fully restored village has 27 buildings—representing perhaps the most important collection of authentic Shaker design in America. If you really want to leave the worry of the world behind you for a while, plan a visit of a few quiet days. There are beautiful, simple bedrooms furnished in authentic Shaker style. Lunch and dinner are served daily in the dining room from recipes famous for more than 170 years (reservations necessary).

The Thanksgiving menu—and a couple of recipes to try at home if you can't visit Pleasant Hill this

Top: Thanksgiving fare at Pleasant Hill. Bottom: Cherry pitter, invented and built by Shakers, efficiently pits two cherries at a time



holiday—is as follows:

THANKSGIVING MENU

Hot Spiced Tomato Juice

or

Apple Cider

Relishes

Corn Sticks

Roast Turkey

Dressing

Gravy

Scalloped Oysters

Vegetables and Country Ham

will be passed

Village Daily Loaf

Pumpkin, Chess

or Shaker Lemon Pie

Mincemeat Tart

Ice Cream and Sherbet

KENTUCKY COUNTRY HAM

1 country ham

½ cup whole cloves

1 cup brown sugar

1 cup vinegar

1½ gallons water

Scrub ham. Soak in water overnight. Sprinkle some cloves in the bottom of roaster and some on top of ham. Add about one inch of water. Put remaining ingredients around ham. Set oven temperature at 375°; cook for 1 hour. Then turn temperature back to 275°; cook 20 minutes per pound. Remove from roaster; bone if desired. Trim if necessary. Mix: 1 cup brown sugar, 1 cup cornmeal, 1 tablespoon ground cloves, 1 teaspoon cinnamon. Sprinkle ham with this mixture. Brown in oven at 375°. To serve, cut in extra-thin slices.

(Country ham is sugar cured, smoked, and hung for aging. An 18-month-old ham is best, though

some hams are aged for many years.)

SHAKER LEMON PIE

2 large lemons

2 cups sugar

4 eggs, well beaten

2 9-inch pie crusts

Slice lemons as thin as paper, rind and all. Combine with sugar; mix well. Let stand 2 hours or longer, preferably blending occasionally. Add beaten eggs to lemon mixture; mix well. Turn into pie shell, arranging lemon slices evenly. Cover with top crust. Cut several slits near center. Bake at 450° for 15 minutes. Reduce heat to 375° and bake for about 20 minutes or until silver knife inserted near edge of pie comes out clean. Cool before serving.

CHESS PIE

1½ cups sugar

½ cup melted butter

3 eggs

1½ teaspoons cornmeal

1½ teaspoons vinegar

9-inch pie shell

Use mixer at low speed for combining ingredients, and do not mix too much. Combine sugar and melted butter; then add eggs and remaining ingredients. Pour into unbaked pie shell. Preheat oven to 450°. Put pie in oven and turn heat immediately to 400°. Cook at 400° about 15 minutes, then at 300° about 20 minutes. Filling for pie will puff up full. Give a little jiggle to be sure center is firm before removing pie from oven. Place it on a rack to cool. Pie may be browned before serving. □

GLOVE

IN WHICH YOU
FIND A LITTLE BIT
OF EVERYTHING
BUT GLOVES

COMPARTMENT

For Your Listening Pleasure—Travelers tired of searching the dial for their kind of listening now have an alternative: *Wheeler's Radio Directory*. This recently published directory lists all AM and FM stations in the 48 contiguous states. Each listing gives the call letters, location on the dial, broadcasting range (both day and night) and the program format. Copies can be ordered from Print Media Services, 222 South Prospect, Park Ridge, Illinois 60068, for \$1.95 plus 50¢ postage.

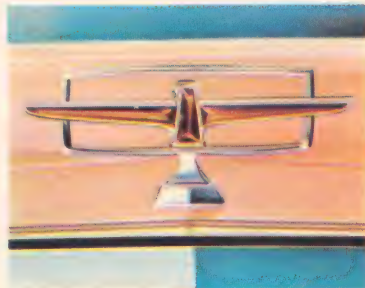
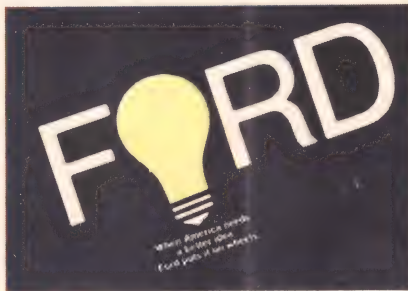
Antique Doll Houses, Furnished for Viewing—If you happen to be driving in southwestern Connecticut on a Thursday or Sunday, 2 to 5 p.m., December 8 through January 26, and are interested in elegant and unusual antique doll houses, stop in the village of Wilton at the Heritage Museum, 249 Danbury Road. The Wilton Historical Society will show 15 doll houses in its winter exhibit at the museum. Two of the more unusual doll houses will be furnished with *Upstairs*, *Downstairs* and Popeye the Sailor man themes. Admission tickets are \$1 for adults and 50 cents for children and senior citizens.

Covered Bridges Unlimited—A 36-page booklet titled *Vermont Craft-Treasure Trails* lists the locations of 86 public covered bridges, 16 private covered bridges, three Board of Historic Sites bridges and three covered railroad bridges in the Green Mountain State. The booklet also features more than 100 country stores and craft, gift and antique shops throughout Vermont. For a free copy, write Chris Barbieri, Vermont Chamber of Commerce, Box 37N, Montpelier, Vermont 05602.

Historical Commonality—What does Indiana's Michigan City lighthouse have in common with the nation's first nuclear breeder reactor for producing electricity near Arco, Idaho? Each is in the latest edition of *The National Register of Historic Places*, which contains one-paragraph descriptions of about 9,500 historic properties throughout America. The hardcover book (stock number 024-005-00645-1) is available for \$13 (check or money order) from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.



The New Fords



Meet the 1978s

FORD OFFERS A WIDE, WIDE CHOICE—FROM FIESTA TO CHATEAU CLUB WAGON. THE MODELS SHOWN HERE ARE ONLY A PARTIAL SELECTION OF THE NEW PRODUCTS AVAILABLE THROUGH YOUR FORD DEALER.



Fiesta



Mustang II Hardtop



Fairmont 2-Door



Pinto Pony 2-Door



Mustang II 3-Door 2 + 2



Fairmont 4-Door



Pinto 3-Door Runabout



Mustang II Ghia



Fairmont 4-Door Wagon



Pinto Squire Wagon



Mustang II Cobra II



Fairmont Squire Wagon



Granada Ghia 2-Door



LTD II Brougham 2-Door



LTD 4-Door



Granada ESS 4-Door



LTD II Brougham 4-Door



LTD Landau 2-Door



Granada ESS 2-Door



Thunderbird 2-Door



LTD Country Squire Wagon



LTD II 2-Door



Thunderbird Town Landau



Chateau Club Wagon



LTD IIS 4-Door



Thunderbird Diamond Jubilee Edition



Custom Club Wagon



Fairmont

THE FORD IN YOUR FUTURE



Fairmont four-door sedan in Russet Metallic with Exterior Decor Group

THE ALL-NEW 1978 Fairmont will be Ford Division's pace-setter in 1978.

"The new Fairmont blends fuel economy, mid-size roominess and responsive handling at a compact price," said William P. Benton, Ford Motor Company vice president and Ford Division general manager. "We are confident Fairmont will have great appeal to buyers seeking a fuel-efficient car capable of carrying five adults in comfort, and with a trunk that can handle their luggage requirements.

"Fairmont is one of the most exciting car lines ever introduced by Ford, and we expect it will be our best-selling car line during the 1978 model year, challenging the company's first-year new-model sales record of 419,000 set by Mustang in 1965."

Buyers will be able to choose from two- and four-door sedans and a surprisingly spacious four-door station wagon. All models share a 105.5-inch wheelbase and an overall length of 193.8 inches.

Ford's 2.3-litre overhead cam engine with floor-mounted four-speed manual transmission is standard in all Fairmont sedans. Also available are a 3.3-litre (200 CID) 1V six-cylinder engine with a floor-mounted, three-speed manual transmission (standard on the wagon) and a 5.0-litre (302 CID) 2V V-8 mated with the SelectShift automatic transmission. SelectShift also is available with the 2.3- (sedans only) and 3.3-litre engines.

The Fairmont body sheet metal was formulated and refined through computer analysis and wind-tunnel testing. Fairmont's aerodynamic refinement is reflected in the clean front end, highlighted by a bright grille and modern rectangular headlights. The uncluttered rear is dominated by bold taillamps. Bright front and rear bumpers are constructed of strong but lightweight stamped



Top: Fairmont Squire with woodgrain vinyl body-side panels. Bottom: Fairmont four-door wagon





Built for today but designed for the years ahead . . . Fairmont two-door sedan with Exterior Decor Group

aluminum. Thin roof pillars and expansive glass area afford excellent all-around visibility.

Standard functional features include a coil-strut front suspension, four-bar link-coil rear suspension, rack-and-pinion steering, front disc brakes and cast center section rear axle.

Bucket seats are standard with the 2.3-litre engine, while models equipped with the 3.3-litre (200 CID) and 5.0-litre (302 CID) engines are outfitted with a bench seat.

Fairmont's instrument panel features an easy-to-read, two-pod instrument cluster. For additional driver convenience, steering column-mounted controls allow easy operation of the turn signals, headlamp dimmer, horn and windshield wipers and washer.

Luggage capacity is another standout feature of Fairmont. The spare-tire stowage compartment is beneath the trunk floor in sedan models, resulting in a convenient flat load floor with 16.8 cubic feet of usable luggage capacity. The cargo volume of the Fairmont station wagon is 79.5 cubic feet with the rear seat down.

A long list of options, including low-cost Interior and Exterior Accent Groups, Interior and Exterior Decor Groups and distinctive ES option, allows Fairmont buyers to tailor a vehicle to suit their specific needs. Six radios are available, including AM/FM stereo units with cassette or eight-track tape players. A special station wagon option is a wiper/washer for the liftgate window.

Fairmont models pictured on these pages feature one or more of the following options: luggage rack, vinyl roof, Exterior Decor Group, Exterior Accent Group, Interior Accent Group, ES option, Interior Decor Group, automatic transmission, AM/FM stereo radio and Deluxe Bumper Group. ■ ■



Top: Elegant Interior Decor Group. Bottom: Black-and-gray instrument panel on ES option



Fiesta

EUROPE'S SUCCESS CAR COMES TO AMERICA



Fiesta with Decor Group option features black rocker panel and bodyside tape stripes, plus many other features

FIESTA, Ford's new import, offers sports car feel in a quality-built, small-car package. It debuted in America in late August after setting a European new-car sales record based on a comparison of the first six-month sales of new nameplates.

Built at Ford of Germany's Saarlouis Assembly Plant on a 90-inch wheelbase, Fiesta weighs less than 1,800 pounds. It's offered in one model—a three-door hatchback—with four trim levels: standard, Decor, Sport and Ghia.

Fiesta is Ford's fuel economy leader. Powered by a performance-proven 1.6-litre Kent overhead valve engine and fully synchronized four-speed manual transaxle, it received Environmental Protection Agency estimates of 46 miles per gallon on the highway cycle test and 34 miles per gallon on the city cycle. California results, with the required emission control system, are 43 mpg highway and 30 mpg city. Your actual mileage will vary, depending on the type of driving you do, your driving habits, your car's condition and options.

Fiesta's front-wheel-drive and transverse-mounted engine design place more weight over the driving wheels for good traction and save space that translates into additional comfortable room for passengers and luggage. Unusual, too, is the nearly flat floor made possible by the elimination of the customary transmission "hump."

The car's driveability is enhanced by rack-and-pinion steering for precise control and a MacPherson-strut front suspension for directional stability. Also standard are Michelin steel-belted radial tires, front disc brakes, bright aluminum bumpers, high-back bucket seats, carpeting and fold-down rear seat.

The hatchback door extends down almost to the rear bumper



*Top: Optional package tray for extra storage space.
Bottom: Optional fully reclining front bucket seats*





Top: The Ghia Group includes rear window wiper and washer, cast aluminum wheels and more. Right: Optional flip-up open-air roof

for easy loading and unloading of groceries or luggage. Even with the rear seat in an upright position, Fiesta has nearly seven cubic feet of usable luggage capacity. With the rear seat down, there's 29 cubic feet of cargo space.

Fiesta is available with a wide variety of optional equipment, including air conditioning, tinted glass, rear window wiper/washer, sporty cast-aluminum wheels, power front disc brakes, heavy-duty shock absorbers and rear stabilizer bar. Fully reclining front bucket seats are available with each of the optional groups.

Fiestas pictured on these pages feature one or more of the following options: Ghia Group, Decor Group, flip-up open-air roof, rear window wiper/washer and cast-aluminum wheels. ■ ■



LTD

THE FAMILY CAR BUILT TO FINE CAR STANDARDS



LTD Landau four-door pillared hardtop with full-vinyl roof, plus many other standard items

THE LTD, Ford's family-size car, enters 1978 with new exterior, interior and vinyl roof colors, a variety of engineering refinements and several revised options.

All six LTD models continue into 1978—LTD two- and four-door pillared hardtops, elegant LTD Landau two- and four-door pillared hardtops, LTD Wagon and LTD Country Squire.

All LTDs again offer a broad spectrum of standard equipment to enhance comfort, convenience and appearance. Notable items are power steering, power front disc brakes, SelectShift automatic transmission, steel-belted radial-ply tires, front bumper guards, power ventilation system and large, bin-type glove box.

Hardtop models' deep-well trunk design creates 22.1 cubic feet of luggage space. The base LTD comes with Athea cloth and vinyl on the bench seat, color-keyed cut-pile carpeting, woodtone appliques on the instrument panel, all-vinyl door trim panels with woodtone inserts, hood ornament, vinyl-insert bodyside moldings and more.

The Landau is equipped with concealed headlamps, vinyl roof (half-vinyl roof on two-door models), dual accent paint stripes and wide color-keyed bodyside moldings. Landau's standard interior includes a flight bench seat upholstered in knit cloth and deluxe door trim panels with carpeting on the lower portions.

The station wagons retain the outstanding features that have made them so popular. Both models come with a three-way Magic Doorgate, power tailgate window and all-vinyl bench seat, while the Country Squire also features concealed headlamps, woodgrain vinyl paneling on the bodysides and tailgate, full wheel covers and more.

The wagons can seat eight adults (with optional dual-facing



Top: LTD Landau interior elegance with the look of cashmere. Bottom: LTD Country Squire



rear seats), and there's 94.6 cubic feet of storage space with the rear seats down. An optional lockable, underfloor storage compartment provides an additional 9.1 cubic feet on two-seat models and five cubic feet with the dual-facing rear seat option. This option is revised for '78 to permit removal of the seat cushions, which increases the usable underfloor area by two cubic feet. A separate, lockable left quarter-panel storage area of 1.8 cubic feet also is optional.

Power team availability is the broadest of any Ford product. Except with California emission equipment, the standard engines are a 5.0-litre (302 CID) 2V V-8 for hardtops and a 5.8-litre (351 CID) 2V V-8 for station wagons. Two optional V-8s are available: a 6.6-litre (400 CID) 2V and a 7.5-litre (460 CID) 4V, for trailer towing packages only.

All LTD models include such aerodynamic refinements as a front bumper spoiler, rear floor pan deflector, and, on the hardtops, a rear decklid spoiler. Most engine applications also feature revised, more efficient automatic transmission torque converters.

The extensive range of optional equipment includes six audio systems, numerous power assist devices and a wide variety of other items. New for 1978 is a Tu-Tone paint treatment for the luxurious LTD Landau. The new control system for optional Automatic Temperature Control air conditioning allows the driver to regulate more precisely the heating/cooling function and blower speed.

LTD models pictured on these pages feature one or more of the following options: luggage rack, vinyl roof, white sidewall tires, color-keyed wheel covers, fender skirts, power windows, power door locks, Tu-Tone paint treatment and AM/FM stereo



Top: Deep-well trunk with full-width mat. Bottom: Elegant LTD two-door pillared hardtop





LTD II

THE LTD OF MID-SIZE CARS



LTD II Brougham two-door hardtop offers standard split bench seats, deluxe wheel covers and much more

ENHANCED BY several functional refinements, the successful LTD II continues to offer buyers in the mid-size market comfort, luxury and distinctive styling.

LTD II comes in three series: the base LTD IIS, the mid-series LTD II and the top-of-the-line LTD II Brougham, all in both two- and four-door models.

Among the functional improvements for 1978 are several subtle modifications reducing the LTD II's aerodynamic drag. Examples are the addition of spoilers at the front bumper and rear deck lid, as well as an underside fuel tank air deflector.

Additional performance-enhancing changes were made to LTD II's power teams. All engines have revised low-restriction air intakes and some are teamed with revised, more efficient automatic transmission torque converters.

The standard powerteam for 1978 is the 5.0-litre (302 CID) 2V V-8 engine (except with California emission equipment). Two optional engines are offered: the 5.8-litre (351 CID) 2V V-8 and the 6.6-litre (400 CID) 2V V-8, restricted to California emission equipment and trailer towing packages. SelectShift automatic transmission is standard on all models, as are power front disc brakes and power steering.

The exterior of Ford's popular six-passenger LTD II has been freshened with the addition of several new paint and vinyl roof colors. The vinyl roofs feature a new Valino grain pattern while interior changes are highlighted by a new Russet color. Also new for 1978 is the availability of cloth trim with the bucket seat option for LTD II and LTD II Brougham two-door models.

All LTD IIs come with DuraSpark Ignition, steel-belted radial tires, color-keyed cut-pile carpeting and an inside hood



Top: Standard Brougham hardtop interior. Bottom: LTD IIS four-door pillared hardtop



release. The base LTD IIS features a front bench seat trimmed in cloth-and-vinyl while the mid-series LTD II is equipped with a flight bench seat with knit cloth-and-vinyl trim. In the luxurious LTD II Brougham, there are cloth-and-vinyl split bench seats with a manual passenger recliner.

Power front disc brakes and power steering are standard. Power options include six-way power seats, power door locks, remote trunk-lid release and power side windows.

A significant addition to the already extensive list of options is an advanced 40-channel Citizens Band radio featuring a remote-mounted chassis, a detachable power microphone with built-in controls and a single tri-band antenna—all designed to protect against theft. LTD II's CB radio is available with any of six optional audio systems ranging from an AM unit to an AM/FM stereo radio and quadrasonic tape player with dual front- and rear-seat speakers.

The youth-oriented Sports Appearance Package features a bold tri-color tape stripe on the bodysides and roof, and the Sports Touring Package features Tu-Tone paint and tape treatment on the bodysides, hood and lower back panel.

LTD II models pictured on these pages feature one or more of the following options: air conditioner, power side windows, AM/FM stereo radio, 40-channel CB radio, Sports Appearance Package, bucket seats and console, and dual sport mirrors. ■ ■

Ford Division reserves the right to discontinue or change specifications or designs at any time without notice or obligation. Some features shown or described are optional equipment items that are available at extra charge. Some options are required in combination with other options. Always consult your Ford dealer for the latest, most complete information on models, features, prices and availability.



Top: LTD IIS two-door hardtop with Sports Appearance Package. Bottom: CB radio option



Thunderbird

NEW ACHIEVEMENT IN THE THUNDERBIRD TRADITION



Thunderbird Diamond Jubilee Edition commemorates Ford Motor Company's 75th anniversary

TO COMMEMORATE Ford Motor Company's 75th anniversary, Thunderbird designers have created the exciting Diamond Jubilee Edition for 1978.

With this new addition, plus the Thunderbird and Town Landau models and many optional packages, including the dramatic new Sports Decor Group, it's now even easier for buyers to select a level of luxury to suit their individual tastes.

The Diamond Jubilee Edition's custom exterior and interior features represent the pinnacle of Thunderbird elegance. The exterior is distinguished by a monochromatic color treatment available in Diamond Blue Metallic or Ember Metallic and features a distinctive roof treatment covered in thickly padded vinyl and owner's initials on doors. The interior is highlighted by split bench seats upholstered with plush luxury cloth in a unique biscuit sew style, hand-stitched, leather-covered instrument panel pad, 36-ounce cut-pile carpeting and seat belt warning chimes. A long list of Thunderbird options also is standard on the car.

The 1978 Thunderbirds have revised headlamp door ornamentation as well as six exterior paints, four vinyl roof colors, bold-striped cloth bucket seat trim and Russet interior trim color new for the 1978 model year.

The standard Thunderbird offers a high level of standard equipment including a 5.0-litre (302 CID) 2V V-8 (except with California emission equipment), SelectShift automatic transmission, power steering, power brakes and steel-belted radial-ply tires. The attractive interior features a comfortable bench seat trimmed in knit cloth-and-vinyl, an AM radio and an electric clock.

The Town Landau has many distinctive styling features. There are a brushed aluminum roof wrapover appliqué, accent stripes,



Top: Thunderbird hood ornament. Bottom: Bold Thunderbird with Sports Decor Group



color-coordinated jewel-like hood ornament and accent-painted cast-aluminum wheels. Interior highlights include elegant velour upholstery, high-gloss woodtone appliques, luxury door trim panels and an owner's nameplate in 22-karat gold finish.

Mechanical changes include several power team refinements and a new, lightweight high-efficiency power steering pump.

A striking new option package is the Sports Decor Group in seven contrasting exterior combinations all with bold blackout grille, decklid straps, paint stripes, dual remote-control sport mirrors, styled road wheels with Chamois accent paint and a vinyl roof with color-keyed rear-window moldings.

Other new Thunderbird options include a power antenna and a Citizens Band radio. The radio is an advanced-design, 40-channel unit featuring remote-mounted chassis, detachable power microphone with built-in controls and a special tri-band antenna that receives both CB and AM or FM signals.

In addition, the Luxury Sound Insulation Package, standard on the Town Landau and Diamond Jubilee Edition, will be optional on all other Thunderbirds.

Optional engines available include two V-8s: a 5.8-litre (351 CID) 2V and 6.6-litre (400 CID) 2V, with California emission equipment and trailer-towing packages only. Both team with SelectShift automatic transmission.

Thunderbird models pictured on these pages feature one or more of the following options: Sports Decor Group, Deluxe Bumper Group, Interior Luxury Group, power moonroof and white sidewall tires. ■ ■



Top: Distinctive opera window. Bottom: Luxurious Thunderbird Town Landau



Granada

COMPARE IT TO CARS COSTING THOUSANDS MORE



New Granada ESS four-door sedan sports blackout grille and exterior trim, pinstriping, dual sport mirrors and more

GRANADA, Ford's popular mid-size car, enters the 1978 model year with a revised front appearance, aerodynamic refinements and an exciting new concept, the ESS.

The new two- and four-door ESS sedans with European-like styling join the standard and Ghia series.

Granada achieves its new, sportier up-front look with a bright grille flanked by single rectangular headlamps. Directly below the headlamps and in the same housing are amber parking/turn signal lamps. A new opera window on the two-door models has a bright center bar that gives a twin-styled appearance and enhances Granada's formal roofline.

For 1978, Granada also features several wind tunnel-tested aerodynamic refinements including a front bumper air spoiler, a specially designed grille and a revised decklid—all designed to make the car more aerodynamically efficient at highway speeds than last year.

The Granada comes equipped with bright wide wheelip moldings, bright windshield and backlite moldings and stand-up hood ornament. The interior includes a vinyl flight bench seat and door trim, cut-pile carpeting and woodtone instrument panel appliqué. Standard functional items include steel-belted radial tires and an inside hood release.

Granada's new ESS, available on two- and four-door models, features a formal exterior appearance with a blackout grille and exterior trim, color-keyed wheel covers and dual sport mirrors, and hood and decklid paint stripes.

The luxurious Ghia features Odense-grain wide bodyside moldings with integral wheelips, bright left-hand remote-control mirror, and bodyside, hood and decklid paint stripes. Interior



Top: Granada ESS interior surrounds you in luxury. Bottom: Granada four-door sedan



elegance is enhanced by such standard features as deluxe door trim with woodtone appliques and carpeted lower portions, a deluxe steering wheel, color-keyed deluxe belts and rear-door courtesy lamp switches (four-door).

Interior features of the ESS include bucket seats with special "chainmail" vinyl trim, European-type wing head restraints, leather-wrapped steering wheel and fully trimmed luggage compartment. Other items include a deluxe sound package, heavy-duty suspension and black sidewall steel-belted radial tires.

The standard engine for all Granadas is the 4.1-litre (250 CID) 1V six-cylinder. Optional is the 5.0-litre (302 CID) 2V V-8. Both come with a four-speed manual overdrive transmission (except with California emissions equipment) and may be ordered with the optional SelectShift automatic transmission.

A broad range of additional options is available on Granada, including individually reclining bucket seats, power steering, power front disc brakes, four-wheel power disc brakes, air conditioning (manual or automatic) and a power glass moonroof.

Four new radio options are offered for '78. The 40-channel Citizens Band radio has a remote-mounted chassis and a detachable microphone that includes all operating controls. A single multi-band antenna also is included. There are three new AM/FM stereo radios—one with a cassette tape player, one with a search feature and one with a quadrasonic eight-track tape player.

Granada models pictured on these pages feature one or more of the following options: Deluxe Bumper Group, white sidewall tires, wire wheel covers, cornering lamps, and bodyside and decklid paint stripes.



Top: ESS insignia. Bottom: Classic lines of Granada two-door sedan



Mustang II

CAN TAKE YOU AWAY FROM AN ORDINARY DAY



Mustang II 2 + 2 with optional T-roof convertible and Rallye Appearance Package

MUSTANG II, Ford Division's "get-away-from-it-all" car this year, comes in a variety of sporty hardtop and three-door fastback models designed for car buyers seeking individuality and styling flair.

The four models available in 1978 are two-door hardtop, Ghia, 2 + 2, and Mach 1. Ford's 2.3-litre overhead cam engine powers all except the Mach 1, which comes with a spirited 2.8-litre 2V V-6. Also available is a 5.0-litre (302 CID) 2V V-8. The standard transmission for all engines is a four-speed, floor-mounted manual; SelectShift automatic is optional.

Mustang II is designed to help you break loose and kick up your heels. It features rack-and-pinion steering, computerized suspension, front disc brakes and sporty instrument panel that includes tachometer, ammeter, fuel and temperature gauges. There's plenty of room inside, enough to seat four comfortably. Up front are contoured low-back bucket seats that are cushioned and individually adjustable. Separate rear seat cushions give a sporty bucket seat appearance.

Both the 2 + 2 and Mach 1 come with sporty styled steel wheels, tires with white sidewalls or raised white letters (2 + 2), radial-ply black sidewall tires (Mach 1), a liftgate and a rear seat that folds down easily to store luggage, skis, fishing gear or golf clubs. The elegant Ghia includes these great standard features: half-vinyl roof, opera windows, luxury seat trim in a choice of vinyl or cloth-and-vinyl, deluxe wheel covers, pin stripes and color-keyed vinyl-insert bodyside moldings.

Highlighting Mustang II's exciting option line-up for 1978 are two new packages: the King Cobra and the Fashion Accessory Package. A host of appearance and functional items give the King Cobra a youthful image. The dramatic exterior includes a tape



Fashion Accessory Package has chic upholstery cloth plus other features designed with women in mind



and pinstripe treatment with "King Cobra" lettering on the doors and rear spoiler. There are a front air dam, a hood scoop and rear-quarter flare panels. Also included are lacy-spoke aluminum wheels with a special color-coordinated paint treatment, 5.0-litre (302 CID) 2V V-8 engine, power brakes, power rack-and-pinion steering, Rallye Package and raised-white-letter radial tires.

The Fashion Accessory Package, available on the two-door hardtop, was designed especially for women and features an interior with colorful striped Fresno cloth seat inserts, a driver's side illuminated visor vanity mirror, four-way manual driver's seat, door convenience pockets, bodyside pinstripes, Appearance Protection Group, plus a distinctive hood ornament. A special security feature of this group is the Illuminated Entry System, which shows a ring of light around the outside door locks and turns on interior lights when either door handle is raised.

Also new for '78 is an AM/FM stereo radio with cassette tape player. If you like to let the sun shine in, Mustang II can help you with two great options: A T-RooF convertible is available on fastbacks and there's a flip-up open-air roof for hardtops.

Offered again in '78 is the popular Cobra II option, which includes bold tri-color tape stripes, sporty black louvers on quarter windows and rear window, front and rear spoilers, hood scoop, styled steel wheels with trim rings and dual sport mirrors.

Mustang II models pictured on these pages feature one or more of the following options: Ghia Sports Group, Fashion Accessory Package, raised-white-letter radial tires, white forged-aluminum wheels, flip-up open-air roof, T-roof convertible and simulated wire wheel covers. ■ ■



*Top: Mustang II Ghia with Ghia Sports Group.
Bottom: Forged aluminum wheels look smart*



Pinto

AMERICA'S TRADITIONAL BEST-SELLING SUBCOMPACT



Pinto two-door sedan with Rallye Appearance Package

PINTO, with more than two million sales since its introduction in the 1971 model year, continues to offer an appealing combination of small size, sporty good looks and choice of three body styles.

Pinto body styles are a two-door sedan, three-door Runabout and station wagon. The standard powertrain for each consists of Ford's 2.3-litre overhead cam engine and a four-speed, floor-mounted manual transmission. A larger 2.8-litre overhead valve V-6 engine with SelectShift automatic transmission also is offered.

Ford's successful subcompact has the four-passenger comfort Americans want. And with rack-and-pinion steering, 94.5-inch wheelbase and 30.7-foot turning circle curb-to-curb, Pinto can get you in and out of some pretty tight spots.

Pinto comes with all-vinyl or cloth-and-vinyl high-back front bucket seats, color-keyed cut-pile carpeting, DirectAire ventilation, electronic ignition, front disc brakes, two-speed windshield wipers and an inside hood release. The rear seat's split cushions create a bucket seat look.

The Runabout features a fold-down rear seat and a third door with metal-framed glass and pneumatic assist. The Pinto station wagon, America's favorite subcompact wagon, provides nearly 60 cubic feet of cargo space with the rear seat folded down and comes with pivoting quarter windows, full-length liftgate and liftgate "open" warning light.

As always, Pinto is very easy to live with. DuraSpark Ignition means it never needs points or a condenser. Pinto's scheduled maintenance requirements have been substantially reduced since 1973, to 10,000 miles (or 12 months) between scheduled oil changes and to 30,000 miles between lube jobs.



Top: Pinto three-door Runabout with all-glass third door. Bottom: Standard trim choice



Small as Pinto is, it offers a great choice of optional equipment, including sporty white forged-aluminum wheels, air conditioning, variable-ratio rack-and-pinion power steering, an all-glass third door (Runabout), five radio systems, glamour paint, five wheel and wheel cover selections, and SelectShift automatic transmission.

There are three versions of Pinto's lively Cruising Wagon option. All feature steel side panels with bubble-glass portholes, dual color-keyed sport mirrors, front spoiler, styled steel wheels with trim rings, carpeting on the inner quarter walls and load floor, and Sports Rallye Package. This Sports Rallye Package includes a tachometer, sport steering wheel, front stabilizer bar, heavy-duty suspension and 3.18 rear axle for better acceleration.

Another eye-catcher is the Rallye Appearance Package. This optional package includes dual gold-accent tape stripes, dual sport mirrors, black moldings on the windows and wiper arms, black front spoiler, styled steel wheels with trim rings and all-glass third door (Runabout).

For the feel of a convertible, there's the optional flip-up open-air roof. This option includes a removable sunshade and a tinted glass panel that can be opened to a vent position or removed completely. A case for the glass and sunshade fits in the trunk.

Pinto models pictured on these pages feature one or more of the following options: Rallye Appearance Package, Deluxe Bumper Group, Interior Decor Group, automatic transmission, Sports Rallye Package, Exterior Decor Group, all-glass third door, vinyl roof, white sidewall tires and wire wheel covers. ■ ■



Pinto Squire can handle 57.2 cubic feet of cargo with rear seat folded down



Letters Letters Letters

A Better Idea From Ford?

Dear Sirs: I recently encountered a Windsor (Colorado) backyard that was fenced in with ancient Ford running boards. From my car window I took the enclosed snapshot because the fence was so unusual.

Later I talked with the owner of the fence, Mrs. Mary Frickel. Mrs. Frickel reported that her husband

built the fence in 1926. He collected the running boards from junk cars because he thought they would make a strong fence. With 134 approximately 10- by 45-inch running boards, the fence still stands as a testimonial to his good judgment and to Ford durability.

Francis L. Fowler
Fort Collins, Colorado



A Needle's-Eye View

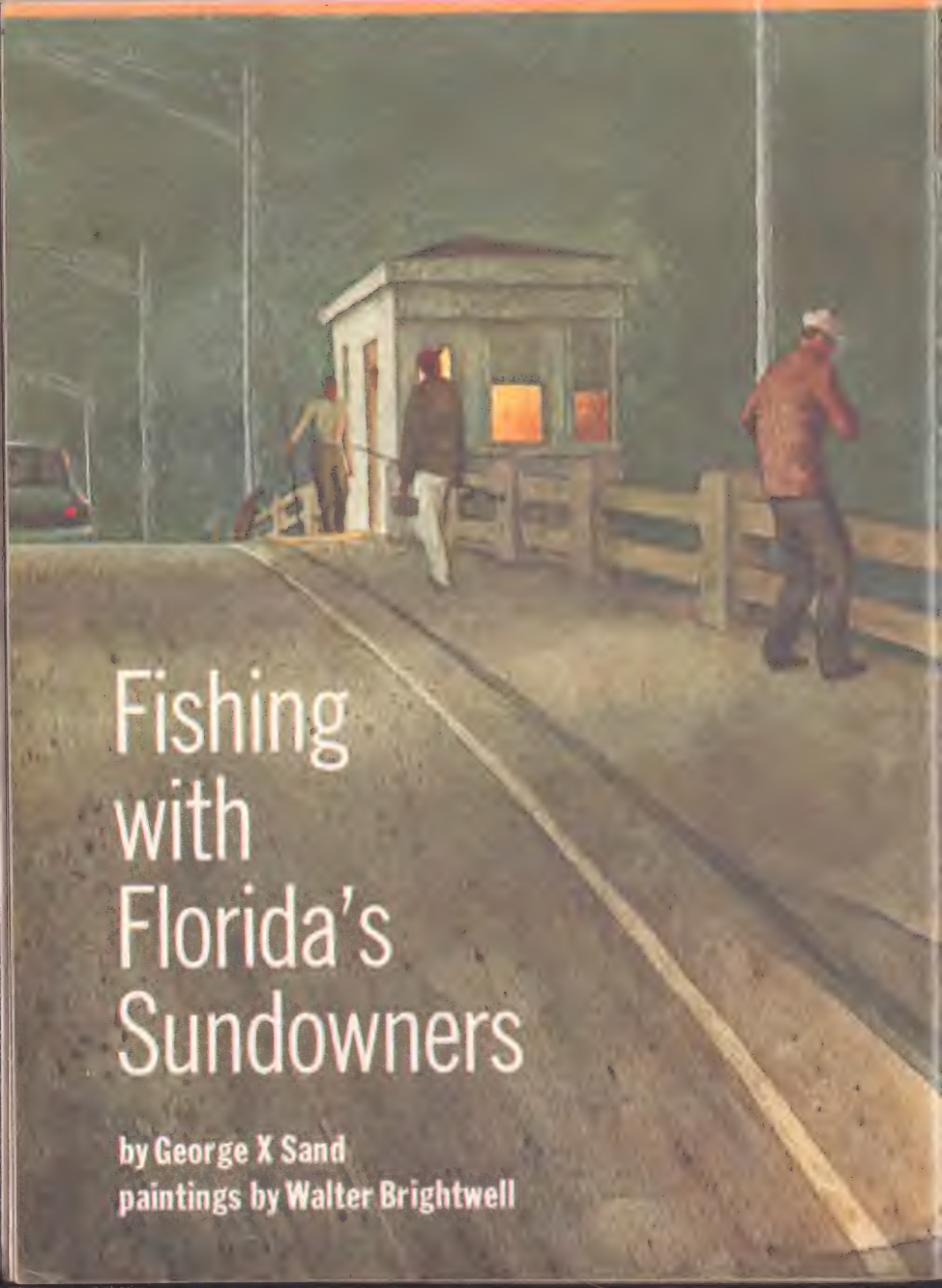
Dear Sirs: I have made a quilt that I call "A Needle's-Eye View of Greenville, Illinois," our home town. The quilt includes quilted blocks of things and places near and dear to us in Greenville. Among other things, I made blocks of our Ford dealership (Wade Ford), our

former 1971 LTD and our 1969 Ford truck.

The 1971 since has been replaced with—what else?—a new 1977 Ford LTD Landau for my husband and me to enjoy in our retirement.

Mrs. Charles Wangler
Greenville, Illinois





Fishing with Florida's Sundowners

by George X Sand
paintings by Walter Brightwell



THERE is a little-publicized breed of Florida angler, often conspicuously pale and hollow-eyed, who quietly enjoys the popular vacation state's best fishing bargain while others sleep. This person hurries through dinner to fish—frequently until dawn, and often two days out of every three—aboard a special kind of boat that charges no boarding fee and goes nowhere. The superstructure may tower half a hundred feet above the rolling ocean, or the angler may find himself standing a bare cane pole length above the surface. Whatever the case, no one ever becomes seasick, regardless how bad the weather.

There are 15,000 such highway bridges in Florida, many equipped with safety walkways for anglers. Rapid development in the state has gobbled up choice beaches and other once-popular fishing sites. But the bridges remain of necessity and continue to provide fine fishing sport for economy-minded retirees and visitors. Some of the best spans are located conveniently downtown in major cities like Palm Beach, Miami and Key West.

To join the sundown set you will need a fishing rod. The spinning or revolving reel type is used most often. The rod should be long enough to permit thrusting the tip down, below the bridge, when necessary. (A hooked fish will often dash back underneath.) And the line and terminal tackle should

be stout enough to handle the fish, should it be a 30-pound or upward snook or tarpon instead of one of the sea trout (weakfish), snapper, cobia, drum, sheepshead and similar smaller species that are caught regularly after dark, usually with live shrimp.

This basic bridge fishing equipment can be augmented with tackle box, folding chair, rainsuit and much more. However, the experienced sundowner carries onto a bridge only his rod, a bait bucket and a light. Reason: it is more convenient to keep the other, less-often-used items in one's car, parked conveniently nearby. Only the beginner struggles with an armful of gear. (One novice was seen recently with a *gallon* of lantern fluid atop his pile!)

I have yet to learn why Florida bridge fishing is best at night. I have often stood helplessly during daytime on spans in the Keys, staring down longingly at jacks, snook (robalo) and other large game fish lying motionless in the clear water. Invariably, these waiting fish face the oncoming tide. Seldom will they strike an offering.

After dark, however, it's a different scene. Now an intriguing expectancy prevails, quickening your steps as you seek a casting position. Red and green navigation beacons gleam and wink, like muted theater lights. The curtain is about to rise on a new marine mystery. And you are being given no clue



as to what exciting things the actors may have in store for you.

I recall the first time I encountered such after-dark actors. A new Florida resident, I was driving home late from a party when I came upon a bridge busy with anglers. As I stopped to watch, I heard strange sounds beneath the bridge: sighs and moans punctuated by muffled noises that resembled submerged handclapping.

"What's making all the fuss?" I asked a struggling angler.

"Snuke!" he shouted. "Big snuke!" The fish were feeding.

I ran back to my car to get the rod I kept in the trunk. I had heard tales of this pike-like Florida gamefish with the sneering cold

eyes. The snook was said to have the hostile disposition of a Cape buffalo in fly season.

One of the toothless fish nailed my topwater plug on the first cast. The tip of my too-light rod jerked savagely downward several times, then stopped. "He's off!" I cried in dismay.

"Sho' nuff?" The man at my elbow seemed to edge away pityingly.

"Honey, you just gotta keep them snukes' heads up," a friendly female voice drawled through the dark. "If not, they use that built-in line snipper, y'know."

This pugnacious semitropical fish has knife-sharp gill covers. The serrated edges of these bony plates can part a stout line with a single

shake of the fish's head. So use at least 20-pound test line and a steel leader as long as your arm.

Good Florida fishing bridges are found throughout the 3,750 miles of tidal sounds, lagoons, rivers and canals on both coasts. (This state has the longest coastline in the United States.) Anglers can expect exciting after-dark sport, when tide and wind conditions are right, at bridged East Coast estuaries like the Nassau, Matanzas, Indian and St. Lucie rivers; Lake Worth, lower Biscayne Bay and the Keys. In the Keys, thrilling big game sport is often enjoyed by anglers using the catwalks of such bridges as Tea Table and Lignum Vitae, where huge tarpon, amberjack, grouper and other tackle-bruizers are caught.

Similar bay-spanning and barrier-island-connecting bridges await users on the state's Gulf Coast, from the Marco-Goodland area (Ten Thousand Islands) to the Pine Island Sound-Charlotte Harbor region, at Fort Myers, and on northward. One of my favorite Gulf Coast bridges crosses the mouth of the Myakka River at El Jobean, between Port Charlotte and Englewood (Florida Highway 771 from U.S. 41).

Warm friendships develop between members of the sundown set—culminating now and then in a marriage, to be celebrated by all. Yet, were you to meet "Joe the Barber" or "the big lawyer from Detroit" in daylight you likely

would not recognize them.

Inland there await additional thousands of creeks, rivers and lakes for the anglers who prefer fresh water. There are 188 lakes in one Florida city alone (Winter Haven). A license is required to bridge-fish for bass, bream and other freshwater Florida species. The five-day nonresident fee is \$5 (\$7 for 14 days).

Fortunately for anglers, Florida fish like to lie beneath a bridge, facing the current, ready to dart out and seize an approaching morsel. Unfortunately for anglers, these fish—when hooked—dart back beneath the span where one's line can be quickly cut on a barnacle-covered piling or other obstruction. The trick, as the lady drawled the night I lost my first snook, is to "keep his head up"—exert enough line pressure to hold the struggling fish safely in the clear.

Ray Sanchez of Cape Coral uses a casting strategy that helps make this possible. The tackle store operator, who has caught more than 3,000 snook, stands on the shore at one end of the bridge to cast his real or artificial bait. The offering is cast cross-stream to the current and parallel to the bridge. As the sinking bait is reeled in, the current carries it under the bridge in an arc, so the fish can see it and emerge into the clear to strike.

Most bridge fish remain at, or

near, the bottom. It is important, therefore, that you present your offering deep enough. These fish will not readily come up to take a bait.

Here are some concluding tips: It can grow chilly after dark in Florida. And squalls can come up quickly. So have a windbreaker and rainsuit handy.

Stopping a vehicle to unload passengers or equipment is usually prohibited on Florida bridges. Don't invite a serious accident by doing this—or by stepping backward into the path of an approaching car during the excitement of battling a fish. Also look both ways before bringing back your rod to cast, for it can snag a passing vehicle. Strips of light-reflecting tape, applied to rod and bait bucket, perhaps even the angler's hat, will help prevent such accidents.

Buy your live shrimp, pinfish, mullet or other bait before the stores close—or before such establishments become sold out during a fish “run.” Sundowners are hooked on fishing, and sometimes act impulsively. (Perhaps they become fidgety from lack of sleep.) In one coastal city, for example, a visiting angler swore he'd caught his big snook while using a green bean for bait. As a result, grocery stores in the area promptly sold out of green beans!

Change the water in your bucket occasionally to keep bait alive. The addition of an “air pill” will help

considerably. (The capacity of buckets commonly used is 10 quarts.)

Don't get hung up by casting carelessly into overhead utility wires. And don't “catch” an angler on the opposite side of the span—either by snagging him on a back-cast or by hooking his line in the water below.

Some truly exciting tussles have resulted in the last case—followed sometimes by laughter, sometimes by angry words. □



GOBLIN VALLEY

Strange shapes
stir the imagination
in this Utah park

*story and photo
by Harry A. Jarvis*

GOUGED by centuries of torrential fury, Goblin Valley slices into the flanks of the Green River Desert like a jagged wound. Nothing seems to live or grow on the denuded floor of the valley and only sparse clumps of stunted vegetation manage to cling to the sandy, sloping inclines encircling it.

Yet, Goblin Valley State Park seems destined to become one of Utah's more popular visitor attractions. For here, to the delight of youngsters and oldsters alike, the same abrasive forces of wind and water that scooped out this otherwise worthless depression have created a veritable fantasyland of erosion by filling it, nearly to the brim, with a profusion of crazily carved sandstone figures.

Only recently has this park of the goblins become available to the motorists and, to date, few visitors to the canyon country know of its existence. Fewer still know





how to find it. The valley lies just off Utah State Highway 24, midway between the towns of Hanksville and Green River. To reach it, turn west off the highway at Temple Mountain Junction and follow the pavement toward the upthrust strata of the San Rafael Swell for 5.4 miles. Then turn left onto a dirt road leading toward the eroded landmark of Wild Horse Butte, and follow the signs eight miles to Goblin Valley.

The roads inside the park have been paved, and a modern campground has been constructed near the valley rim. But no bulldozer's blade has touched Goblin Valley itself, nor will it. The Utah Parks and Recreation Division intends to preserve the place in a pure and natural state.

There are no marked trails and no signs to scar the valley floor. You choose your own direction and explore as much of Goblin Valley as you have time for. The individual formations are neither named nor labeled, so you use your own imagination and call them whatever comes to mind.

Those accustomed to having their recreation planned, directed and interpreted by others might feel bewildered and uncomfortable here, but, if you are among the unhurried and the adventurous, you will thrill to the experience of exploring this raw, unspoiled spectacle and delight in telling friends of *your* discovery of Goblin Valley. □

Favorite Recipes

FROM FAMOUS RESTAURANTS BY NANCY KENNEDY



CAFE DES ARTISTES NEW YORK, NEW YORK

George Lang restored this famous 60-year-old west side place at 1 West 67th Street, a short walk from Lincoln Center. The atmosphere is informal and friendly, the appointments (including the Howard Chandler Christy murals) charming and reminiscent of the days when the restaurant opened. Chef André Guillou, a Breton, is justly famous for his imaginative menu and superb food. Lunch is served noon until 3 p.m. weekdays, and the same hours for Sunday brunch. Dinner hours are from 5:30 to 11 p.m. every day but Sunday, when they are to 8 p.m. It is closed on most major holidays and for two weeks during late August or early September. Reservations necessary.

OEufs A LA CHIMAY

- 1½ tablespoons chopped shallots
- 1½ tablespoons butter
- ½ cup dry white wine
- 2 cups sliced mushrooms
- Salt, pepper and Ac'cent, to taste
- 1½ teaspoons chopped anchovies
- Worcestershire sauce
- 1½ cups Béchamel sauce
(a white broth-cream sauce)
- 12 hard boiled eggs,
halved lengthwise
- 2 tablespoons chopped parsley
- 1 cup grated swiss cheese
- 3 tablespoons butter

Sauté the shallots in butter, stirring. Add wine and reduce to a glaze. Run the mushrooms through a meat grinder and add to mixture with the anchovies and seasonings (Leftover chopped ham or chopped tongue,

or both, can be added to the mushroom mixture with the anchovies.) Cook, stirring, until all the liquid in the pan has evaporated and the mixture is thick. Whisk in ¾ cup of Béchamel sauce. Sieve the egg yolks and add to the sauce. Then add parsley and beat the mixture thoroughly to combine all ingredients. Add more seasoning, if necessary. Shave a strip of egg white off the bottom of each half so that it sits straight. Place four halves in each of six individual au gratin dishes. Fill the hollows with the prepared mixture. Coat egg with remaining Béchamel sauce; sprinkle with grated cheese, dot with butter and place under a hot broiler to brown. This may be served as an hors d'oeuvre or as a luncheon main course accompanied by a salad.

HERRING WITH APPLES, BEETS AND SOUR CREAM

- 2 cups apples, peeled, cored and
diced
- 2 cups peeled cooked beets, diced
- 4 heaping tablespoons sour cream
- 8 large lettuce leaves
- 12 filets of herring in cream sauce
- Chopped parsley

Mix apples and beets together with sour cream and place on lettuce leaf on serving plates. Arrange three filets of herring, folded in half for each portion, on second lettuce leaf. Top with chopped parsley and serve chilled. Makes 4 portions. (A favorite dish served at the Cafe des Artistes' famous Sunday brunch, this also makes an excellent appetizer.)



ALLETTE'S BAKERY DETROIT, MICHIGAN

Aliette Lanneluc-Sanson presides over this superb French bakery and small bistro. Lunch and dinner are served every day except Sunday and Monday. Reservations necessary. Advance orders for baked goods are recommended. Almost in the shadow of the Ambassador Bridge to Canada, it is just off the Porter Street exits of I-75 and I-96 at Porter and 24th streets.

BLANQUETTE DE VEAU

Sauté 6 cups bite-size veal (about 3 pounds) in 2 tablespoons of butter

until meat is slightly brown. Add 1 cup of peeled small white onions and 1 pound of mushroom caps. Season with a small pinch thyme, 1 small bay leaf, dash of nutmeg, pinch of fresh parsley and salt and pepper, to taste. Cover pan and let cook gently for 45 minutes, then add ½ cup dry white wine and cook at slow boil for 15 minutes longer. Dissolve 1 tablespoon rice flour in 1 cup heavy cream and add to veal, stirring constantly. Cook 5 minutes more, stirring with care so as not to crush the meat. Serve with boiled potatoes, hot rice or noodles. Makes 6 servings.

CHRISTIAN'S RESTAURANT NEW ORLEANS, LOUISIANA

Christian Ansel, the owner, spent eight years working in his family's famous restaurant—Galatoire's—on Bourbon Street before deciding to open a small place of his own in a quaint old church in the mid-city area. A fine chef, Roland Huet, presides over the kitchen, turning out great traditional French dishes. Lunch served Monday through Friday 11:30 a.m. to 2 p.m. and dinner 5:30 to 10 p.m. every day except Sunday. Reservations necessary. The address is 3835 Iberville Street.

REDFISH FROID WITH HORSERADISH SAUCE

6 3-ounce filets of redfish or other boneless fish
Poach the fish, and cool in court

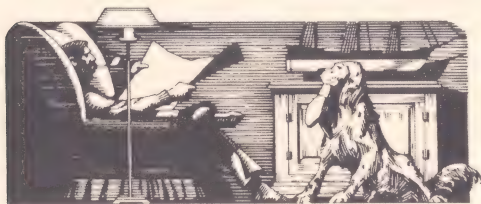
bouillon (below) overnight in refrigerator. Drain fish and cover with horseradish sauce (below). Serves 6 as an appetizer.

COURT BOUILLON—Combine following ingredients in a deep saucepan: 1 stalk celery (sliced), 3 sprigs parsley, 1 bay leaf, 2 coarsely chopped carrots, 1 sliced lemon, 1 teaspoon salt, 2 quarts water, 10 bruised peppercorns, 1 pinch thyme, 1 large white onion (sliced), 1 cup dry white wine and ¼ cup cider vinegar. Simmer uncovered for 20 minutes. Strain liquid through a fine sieve.

HORSERADISH SAUCE—Combine 2 cups commercial sour cream, blended well with 1½ cups thoroughly drained horseradish, ⅓ cup chopped pecans, salt and pepper, to taste. Chill until served.



Editor's note: Leading up to the observance of Ford Motor Company's 75th anniversary in June 1978, FORD TIMES is reprinting each month one story from among the finest we have published. "My Dog Likes It Here" by Corey Ford is the sixth in our series. It appeared in the issue of October 1953.



My Dog Likes It Here

(Hanover, New Hampshire)

by Corey Ford

My dog made up my mind to live in Hanover. My dog is a large English setter, who acquired me when he was about six months old, and who has been making up my mind for him ever since. When we go out on a leash together he decides whether to run or walk or halt abruptly at the corner lamppost to mail a letter. He decides what time I get up in the morning, and which chair I can sit in (except the overstuffed chair in the living room, which is his). Naturally, when the time came to choose a place in which to live, I left the whole decision to my dog.

He picked Hanover because he says it is a very good town

for dogs. A lot of dogs seem to feel the same way, because the town is full of them. I don't know how the word gets around; maybe the resident dogs leave secret signs on trees for other dogs to read, the way tramps do:

"This is a good jungle, no cops to chase you, and plenty of food to eat."

Hanover is the kind of town where dogs wander unescorted up and down the street, and the butchers save meat-bones to give them, and when you eat at the Hanover Inn, which is one of the best eating places in all New England, the waitress wraps up your table-scraps in a paper napkin so you can take them out to your dog in the car.

A good dog-town is a friendly town, small enough to call up when a neighbor's dog strays from home, and easy-going enough to stop the car if a dog is crossing the street. Hanover is like that.

Maybe it's because it is a college town: dogs prefer students, because they're the same age. You'll always see a dozen or so dogs on the Dartmouth campus, dashing between the legs of undergraduates playing softball, or lolling on the grass beside a group of collegians with shirts peeled off, sun-bathing on a warm spring afternoon. Stray dogs are always running out on the football field and getting in the players' way, and once an English setter named Bucky, who owns the Secretary of the College, fell in love with the captain of the baseball team and held up the Dartmouth-Harvard game for 10 minutes because he insisted on lying on the pitcher's mound at his hero's feet.

A lot of Dartmouth people are owned by dogs. President John Sloan Dickey belongs to a big golden retriever, who sits beside the President's desk in the Administration Building all day and walks him home every night on a leash, to make sure that Dr. Dickey doesn't run away. During a fraternity initiation one of the pledges had to survey all the Hanover dogs, to determine which

was the largest; he measured 57 dogs, and Dr. Dickey's was second. (The winner was an elderly St. Bernard who is associated with the English Department.)

The town stands above the Connecticut River, on the broad Hanover plain which Eleazar Wheelock cleared almost two centuries ago to found a missionary school for the Indians. Its center is the Dartmouth green, a level rectangle of grass bordered by fine old elms and surrounded by the green-shuttered Georgian brick buildings of the college. I happen to think it is the most beautiful college commons in America. Baker Library dominates the campus, and indeed the town itself. Its lighted white spire is the first thing you see, as you drive toward Hanover; and from morning to evening its chimes ring their cadences on the hour, echoing over the campus and sounding through the business district and filtering into all the private dwellings, becoming a subconscious part of every life, linking the college and the town into one community together.

Hanover is a small town—its population is only about 4,000—and it is unspoiled by progress. No railroad scatters its soot over the neat white frame houses; no great cement highway bisects it. It's still a small town. When you pick up the phone, you ask the operator for a name instead of a number. The stores along its Main Street are as up-to-date as those of any big city; but shopkeepers call you by your first name. It has a fine modern hospital and efficient schools and post office and movie theater; but on the edge of town the fields are being plowed for corn, and the pine-covered hills are loud with grouse in the fall, and every December men in boots and checkered shirts, with hunting licenses pinned to their caps, lounge in the doorway of Campion's store and discuss the 10-point buck that Joe seen last night up to Moose Mowntin.

A college town is not like other towns. Its life changes with the college year. All summer long, when Dartmouth is in

recess, Hanover lazes about its local business, and the stores are half-empty, and there is room to park on Main Street; but the place seems empty, a little older and even a little lonely. The townspeople say to each other: "It's certainly nice to have a little peace and quiet for a change!" But the words echo hollowly, as in a house without furniture.

Then in the early fall, when the air quickens with the first cool nights and the katydids predict frost in six more weeks, the town suddenly stirs to life. Warm new blood gushes through its veins, and it is 20 years old again. Two thousand hand-picked young men, the best of America's new generation, pour into town by train and plane and private car to start another school year. They stroll down Main Street in dungarees and T-shirts and battered white bucks, they jam into the flick—it's the New Nugget now—and howl insults at the lovers on the screen, they crowd along the lunch counters, their heels locked around the rungs of the stools, gulping milk-shakes and pouring over the *Daily D*.



Sometimes the town burghers shudder, when the boom of a football rally shakes the night air, or when a swarm of out-of-towners and uninvited guests invades Dartmouth's traditional Winter Carnival and turns the village streets into bedlam. Sometimes there are brushes with the local gendarmes, when youth erupts violently after a siege of exams.

Once, a few years ago, the town fathers made the tactical mistake of passing a law requiring the students at Dartmouth to pay a poll-tax in order to vote. The students paid the tax. Then, in March, they moved in on the annual town-meeting, outnumbering

the local residents two to one, and within an hour they had voted for such long-needed improvements as a beer-bubbler in the center of the campus and a new Town Hall 500 feet high and six feet square. The poll-tax was revoked.

The college is deeply conscious of its obligation to the town; President Dickey states over and over that the duty of a liberal arts college is to share its cultural treasures and its spirit with the community where it lives. Its lectures and concerts are open to the townspeople. When a heavy winter snowfall cripples transportation, students and faculty turn out to aid in shoveling the streets clear. If a forest-fire threatens, the undergraduates make the supreme sacrifice of cutting classes for the day in order to help.

Every Christmas the fraternities at Dartmouth give elaborate parties for the children of Hanover, complete with ice cream and cookies and a bagful of presents distributed by the football tackle dressed up as Santa Claus.

I like Hanover in the winter, when ski-boots squeak on the hard-packed snow and ski-racks are fastened to the tops of cars headed for Balch Hill.

I like it in the spring, when the duckboards are down for students to cross the muddy green, and northbound geese honk overhead, and the opening day of trout season is only a couple of weeks away.

Best of all I like it in October, when the tang of wood-smoke is in the air and the gold and crimson hills that surround the town are like folded Persian carpets, and on a fine fall afternoon, when classes are over, Dartmouth students and townspeople alike shoulder their shotguns and take off for the grouse and woodcock covers, with a setter or a pointer or a spaniel tagging at their heels.

Which is why my bird dog would rather live here in Hanover than any other place in the world. I'm glad that he decided as he did. I feel the same way. □

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